

WHAT IS CLAIMED IS:

1. A method of generating a web site, comprising the steps of:
  - presenting a page of a web site;
  - defining one or more other pages of the web site to include a link to the presented page of the web site; and
  - placing a link on at least one of the other pages of the web site linking to the presented page.
2. The method as claimed in claim 1, further comprising the step of presenting a prompt for an acceptance of the link to the at least one of the other pages.
3. The method as claimed in claim 1, wherein the presented page is displayed at a general-purpose computer.
4. The method as claimed in claim 3, wherein the presented page is displayed at a wireless device.
5. The method as claimed in claim 3, wherein the presented page is displayed at a multi-purpose input-output device.
6. The method as claimed in claim 1, wherein at least one of the other pages is defined based upon one or more characteristics of the presented page.
7. The method as claimed in claim 1, wherein at least one of the other pages is defined based upon one or more characteristics of the one or more other pages.
8. The method as claimed in claim 7, wherein at least one of the other pages is defined based upon one or more characteristics of the at least one of the other pages.
9. A method of generating a web site, comprising the steps of:

presenting a page of a web site;  
defining one or more other pages of one or more other web sites to include a link to the presented page; and  
placing a link on at least one of the other pages of the one or more other web sites linking to the presented page.

10. The method as claimed in claim 9, further comprising the step of presenting a prompt for an acceptance of the link to the at least one of the other pages of the one or more other web sites.

11. The method as claimed in claim 9, wherein the presented page is displayed at a general-purpose computer.

12. The method as claimed in claim 9, wherein the presented page is displayed at a wireless device.

13. The method as claimed in claim 9, wherein the presented page is displayed at a multi-purpose input-output device.

14. The method as claimed in claim 9, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the presented page.

15. The method as claimed in claim 9, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the one or more other pages of the one or more other web sites.

16. The method as claimed in claim 15, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the at least one of the other pages.

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17. A method of generating multimedia information, comprising the steps of:  
presenting a unit of multimedia information;  
defining one or more other units of multimedia information to include a link to the presented multimedia information; and  
placing a link on at least one of the other units of multimedia information linking to the presented multimedia information.
18. The method as claimed in claim 17, further comprising the step of presenting a prompt for an acceptance of the link to the at least one of the other units of multimedia information.
19. The method as claimed in claim 17, wherein the presented multimedia information is displayed at a general-purpose computer.
20. The method as claimed in claim 17, wherein at least one of the other units of multimedia information is defined based upon one or more characteristics of the presented multimedia information.
21. The method as claimed in claim 17, wherein at least one of the other units of multimedia information is defined based upon one or more characteristics of the one or more other units of multimedia information.
22. The method as claimed in claim 21, wherein at least one of the other units of multimedia information is defined based upon one or more characteristics of the at least one of the other units of multimedia information.
23. A method of generating a web site, comprising the steps of:  
defining at least one characteristic of a navigation dimension of the web site; and

generating a plurality of links from a plurality of pages of the web site to a referred to page of the web site based upon the defined at least one characteristic.

24. The method as claimed in claim 23, further comprising the step of modifying the at least one characteristic, wherein the plurality of links from the plurality of pages of the web site to the referred to page of the web site are modified based upon the modified at least one characteristic.
25. The method as claimed in claim 23, further comprising the step of presenting a prompt for an acceptance of the link to the referred to page.
26. A method of generating a web site, comprising the steps of:
  - defining at least one characteristic of a navigation dimension of the web site; and
  - generating a plurality of links from a plurality of pages of one or more other web sites to a referred to page of the web site based upon the defined at least one characteristic.
27. The method as claimed in claim 26, further comprising the step of modifying the at least one characteristic, wherein the plurality of links from the plurality of pages of the one or more other web sites to the referred to page of the web site are modified based upon the modified at least one characteristic.
28. The method as claimed in claim 26, further comprising the step of presenting a prompt for an acceptance of the link to the referred to page.
29. A system for generating a web site, comprising:
  - an output for presenting a page of a web site;
  - a multi-purpose computing device adapted to perform the steps of:
    - defining one or more other pages of the web site to include a link to the presented page of the web site; and

placing a link on at least one of the other pages of the web site linking to the presented page.

30. The system as claimed in claim 29, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the at least one of the other pages.

31. The system as claimed in claim 29, wherein the presented page is displayed at a general-purpose computer.

32. The system as claimed in claim 29, wherein at least one of the other pages is defined based upon one or more characteristics of the presented page.

33. The system as claimed in claim 29, wherein at least one of the other pages is defined based upon one or more characteristics of the one or more other pages.

34. The system as claimed in claim 33, wherein at least one of the other pages is defined based upon one or more characteristics of the at least one of the other pages.

35. A system for generating a web site, comprising:  
an output for presenting a page of a web site;  
a multi-purpose computing device adapted to perform the steps of:  
defining one or more other pages of one or more other web sites to include a link to the presented page; and  
placing a link on at least one of the other pages of the one or more other web sites linking to the presented page.

36. The system as claimed in claim 35, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the at least one of the other pages of the one or more other web sites.

37. The system as claimed in claim 35, wherein the presented page is displayed at a general-purpose computer.
38. The system as claimed in claim 35, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the presented page.
39. The system as claimed in claim 35, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the one or more other pages of the one or more other web sites.
40. The system as claimed in claim 39, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the at least one of the other pages.
41. A system for generating multimedia information, comprising:  
an output for presenting multimedia information;  
a multi-purpose computing device adapted to perform the steps of:  
defining one or more other units of multimedia information to include a link to the presented multimedia information; and  
placing a link on at least one of the other units of multimedia information linking to the presented multimedia information.
42. The system as claimed in claim 41, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the at least one of the other units of multimedia information.
43. The system as claimed in claim 41, wherein the presented multimedia information is displayed at a general-purpose computer.

44. The system as claimed in claim 41, wherein at least one of the other units of multimedia information is defined based upon one or more characteristics of the presented multimedia information.
45. The system as claimed in claim 41, wherein at least one of the other units of multimedia information is defined based upon one or more characteristics of the one or more other units of multimedia information.
46. The system as claimed in claim 45, wherein at least one of the other units of multimedia information is defined based upon one or more characteristics of the at least one of the other units of multimedia information.
47. A system for generating a web site, comprising:  
a multi-purpose computing device adapted to perform the steps of:  
defining at least one characteristic of a navigation dimension of the web site;  
and  
generating a plurality of links from a plurality of pages of the web site to a referred to page of the web site based upon the defined at least one characteristic; and  
an output for presenting a representation of the plurality of links.
48. The system as claimed in claim 47, wherein the multi-purpose computing device is adapted to further perform the step of modifying the at least one characteristic, wherein the plurality of links from the plurality of pages of the web site to the referred to page of the web site are modified based upon the modified at least one characteristic.
49. The system as claimed in claim 47, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the referred to page.

50. A system for generating a web site, comprising:  
a multi-purpose computing device adapted to perform the steps of:  
defining at least one characteristic of a navigation dimension of the web site;  
and  
generating a plurality of links from a plurality of pages of one or more other web sites to a referred to page of the web site based upon the defined at least one characteristic; and  
an output for presenting the plurality of links to the respective plurality of pages of the one or more other web sites.
51. The system as claimed in claim 50, wherein the multi-purpose computing device is adapted to further perform the step of modifying the at least one characteristic, wherein the plurality of links from the plurality of pages of the one or more other web sites to the referred to page of the web site are modified based upon the modified at least one characteristic.
52. The system as claimed in claim 50, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the referred to page.
53. A system for generating a web site, comprising:  
means for presenting a page of a web site;  
means for defining one or more other pages of the web site to include a link to the presented page of the web site; and  
means for placing a link on at least one of the other pages of the web site linking to the presented page.
54. A system for generating a web site, comprising:  
means for presenting a page of a web site;

means for defining one or more other pages of one or more other web sites to include a link to the presented page; and  
means for placing a link on at least one of the other pages of the one or more other web sites linking to the presented page.

55. A set of computer program instructions for generating a web site, comprising:
  - an instruction for presenting a page of a web site;
  - an instruction for defining one or more other pages of the web site to include a link to the presented page of the web site; and
  - an instruction for placing a link on at least one of the other pages of the web site linking to the presented page.
  
56. A set of computer program instructions for generating a web site, comprising:
  - an instruction for presenting a page of a web site;
  - an instruction for defining one or more other pages of one or more other web sites to include a link to the presented page; and
  - an instruction for placing a link on at least one of the other pages of the one or more other web sites linking to the presented page.